

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1205
ANSWERED ON:02.03.2000
REPRESENTATIVES OF MEDIA FROM ABROAD
AVTAR SINGH BHADANA

Will the Minister of TOURISM be pleased to state:

(a) whether Ministry of Tourism invites representatives of media from abroad under its hospitality programme to visit various places of tourist importance located in the country;

(a) if so, the details of media representatives invited during the last three years and States where they were taken for visit, year-wise; and

(b) the extent to which it has helped to promote tourism in the country?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI ANANTHKUMAR)

(a): Yes, Sir.

(b): The number of Media representatives who visited India during 1997, 1998 and 1999 under Hospitality Programme of Ministry of Tourism is given below:

1997	1998	1999
147	136	147

These media representatives visited the States/Union Territories of Delhi, Uttar Pradesh, Himachal Pradesh, Jammu & Kashmir, Haryana, Rajasthan, Gujarat, Madhya Pradesh, Bihar, West Bengal, Andhra Pradesh, Orissa, Maharashtra, Karnataka, Goa, Kerala, Tamil Nadu, Pondicherry, Sikkim, Assam, Meghalaya, Manipur, Tripura & Arunachal Pradesh.

(c): The visits of the foreign media representatives have helped in creating awareness about India's tourist potential in the tourist generating markets through articles, photographs, exhibitions and TV films/documents.